

## ABSTRACT

A watch or other illuminated device is formed with a case, a crystal and a watch face which is at least partially disposed at an angle with respect to the watch crystal. The watch face bears indicia including numerals and/or designs and logos that are selectively illuminated by a radiation source disposed at or in a lateral wall of the watch case and oriented to emit radiation for illuminating the indicia. The radiation source may be a UV LED in which case the indicia include a UV reactive material that renders the indicia visible in the presence of UV radiation.